Innovations in Environmental and Energy Programs Sustainment

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Environmental and Energy Programs can be seen as Obstacles to Success

- Environmental and Energy Programs have an obligation to be:
  - integrated into the overall organizatio
  - properly sized for responsibilities
  - capable of adjusting products/services
  - able to define and measure success

Integration

- Understand the mission
- Tailor programs to enhance the mission
- Perform recurrent mission assessments

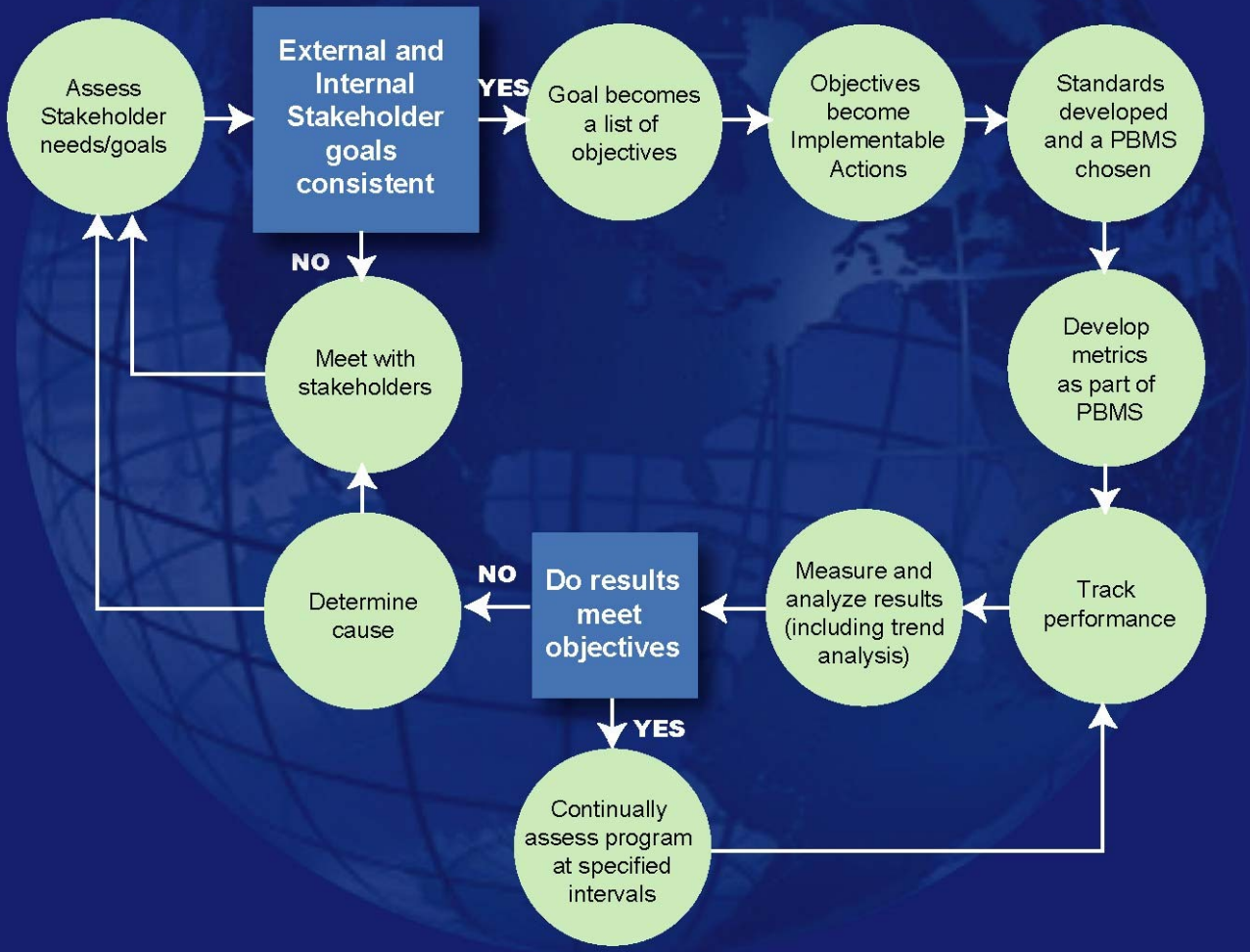
Size

- Right-size don’t just down-size
- Identify the weak link
- Exploit the weak link (fix or delete)
- Engage all managers
- Increase capacity as needed
- Perform size assessments

Products/Services

- Adjust/modify products/services
- Create new products/services
- Ensure offerings:
  - are wanted
  - can be delivered
  - viewed as benefits not burdens
  - help create customer loyalty!!!!

Define and Measure



Making It Work

- Delineate Key and Significant Stakeholders
- Understand customer priorities
- Tailor programs to priorities
- Ensure efficiency (reorganize/realign as warranted)
- Communicate your value to your customers
  - program branding
  - core message development
  - program marketing

Bottom Line

- Treat your program like a business because it is a business
- Don’t be afraid to make changes but only after adequate and timely assessment
- Provide products/services that inspire customer loyalty

For more information about this presentation and other customer loyalty issues, please contact:

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